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CLAIM AMENDMENTS

Agent for Applicant respectfully requests the following amendments to the claims without adding any new subject matter, namely:

1. Canceled
2. Canceled
3. Canceled
4. Cancelled
5. [Currently Amended] The luminescent screen illuminated sign as set forth in claim ~~[[1]]~~ 15, wherein said phosphorescent screen has a light-toned colour, and said opaque indicia means are dark coloured, to provide a readily visible contrast under external illumination, for easy legibility.
6. [Currently Amended] The luminescent screen illuminated sign as set forth in claim ~~[[1]]~~ 15, wherein said ~~light-responsive cut-out means~~ light sensor includes a photo cell incorporating a light-actuated switch that ~~[goes]]~~ activates to an open circuit condition on exposure to ambient light of predetermined density.
7. [Currently Amended] A long-range house number identification panel, having a plurality of number indicia in selected arrangement positioned externally upon a viewing screen, ~~said indicia being individually readable with the naked eye from up to 200 feet distance, on a single~~ electrically energizable phosphorescent screen having a rated operating voltage to provide a first level of luminescence of said screen, located behind said indicia; electrical supply means ~~connected with~~ to energize said single phosphorescent screen to provide to said screen a predetermined voltage of limited value significantly less than said rated voltage, to provide an acceptable lower level of luminescence, and switch means responsive to a predetermined ambient light condition, connected in controlling relation with said electrical supply means, to disconnect said electrical supply from said screen and enable operation of said panel in an electrically unenergized condition under said predetermined ambient light condition, wherein said screen has a first color in a non-illuminated condition, and a second color in an

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illuminated condition; and wherein said indicia has a color substantially the same as said color of screen in said non-illuminated condition, so that said indicia is only viewable when said screen is energized by said reduced electrical power means.

8. [Original] The identification panel as set forth in claim 7, wherein said number indicia have a height of up to about four inches.
9. [Original] The Identification panel as set forth in claim 8 having a lateral width to accommodate four of said indicia.
10. [Previously Presented] The identification panel as set forth in claim 7, wherein said indicia are selected from the group consisting of separate, individual indicia of opaque material, and an opaque sheet having apertures therethrough shaped in the form of said indicia to permit the passage of light from said screen when energized.
11. [Currently Amended] A luminescent display for use in illuminating identification indicia, including a vapour-proof housing for attachment to a support surface; a single phosphorescent screen having a useful viewable area, substantially opaque indicia means mounted externally upon said luminescent display; and electrical energizing means connected to the screen to apply for applying a predetermined voltage to the screen in energizing relation therewith to illuminate the indicia means, whereby single phosphorescent screen to view the indicia are identifiable for viewing when the screen is energized, wherein said predetermined voltage is limited to being at a value significantly less than the rated value of said single phosphorescent screen, to correspondingly extend the service life expectancy for the screen.
12. [Previously Presented] The luminescent screen as set forth in claim 11, including light-responsive cut-out means to disconnect said energizing means from said screen when ambient light exceeds a predetermined threshold level, to thereby significantly reduce the time of energization of said screen and to correspondingly increase the life expectancy of the screen.
13. [Previously Presented] The luminescent screen as set forth in claim 11, wherein said phosphorescent screen has a light-toned colour, and said opaque indicia

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means are dark coloured, to provide a readily visible contrast under external illumination, to facilitate viewing from a distance.

14. [Original] The luminescent screen as set forth in claim 11, said phosphorescent screen having a useful area in excess of twenty square inches, said indicia being up to about four inches in height, whereby the indicia are identifiable for remote viewing when the screen is energized.
15. [New] An illuminated sign comprising:
- (a) a housing having a display opening;
 - (b) a single phosphorescent panel disposed within said housing, said phosphorescent panel defining a screen adjacent said display opening;
 - (c) an ultraviolet filter layer disposed over said screen;
 - (d) indicia associated with said screen;
 - (e) reduced electrical power means energizing said phosphorescent panel to visually illuminate said screen for viewing said indicia, said reduced electrical power means prolonging the longevity of said screen;
 - (f) a light sensor to activate said reduced electrical power means at a selected level of light condition.
16. [New] A sign as claimed in claim 15 wherein said housing includes a raised bridge portion, adjacent said display opening and projecting exteriorly beyond said screen.
17. [New] An illuminated sign as claimed in claim 16 wherein said light sensor is disposed on said raised bridge portion.
18. [New] An illuminated sign as claimed in claim 17 wherein said screen has a first color in a non-illuminated condition, and a second color in an illuminated condition; and wherein said indicia has a color substantially the same as said color of screen in said

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non-illuminated condition, so that said indicia is only viewable when said screen is energized by said reduced electrical power means.

19. [New] A method of illuminating identification indicia disposed in front of a single phosphorescent panel defining a screen having a protective ultraviolet filter layer, comprising:

- (a) powering said single phosphorescent panel with electrical power means at a level selected to visually illuminate said screen and prolong the longevity of said single phosphorescent panel by powering said single phosphorescent panel at a level less than the rated level of said phosphorescent panel;
- (b) placing said ultraviolet filter layer on said screen to prolong the longevity of said single phosphorescent panel;
- (c) activating said electrical power means below a selected level of light condition so as to visually view said identification indicia and deactivate said electrical power means above said selected level of light condition so as to prolong the longevity of said single phosphorescent panel.

20. [New] A method as claimed in claim 19 wherein the color of said identification indicia is selected to be substantially the same as the color of said screen in a non-illuminated condition so that indicia is only viewable when said screen is energized by said electrical power means to produce a screen having a second color in an illuminated condition.

21. [New] A method as claimed in claim 19 wherein said single phosphorescent panel is disposed in a housing, said housing including a raised bridge portion and orienting said housing so that said raised bridge portion projecting exteriorly beyond said screen is located above said screen.

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REVOCATION OF AGENT

Agent for Applicant encloses herewith a revocation of previous agent and nomination of agent submitting response to be recorded against the above-noted application and respectfully requests that all future correspondence be directed to the address noted therein.

35 U.S.C. § 103

Claims 1, 5 and 6 were rejected under 35 U.S.C. as being unpatentable over Finnerty, in view of Arnold, Johnson, Matthews and Weiss.

In particular Examiner stated that Finnerty discloses a luminescent display for use in illuminating identification indicia including a weather proof housing for attachment to a support surface and a phosphorescent screen within the housing. Also, Examiner stated that a change in size is generally recognized as being within the level of ordinary skill. Examiner also stated that Finnerty does not disclose a UV protective layer over the screen although Arnold teaches that it was known in the art to provide a display of the type disclosed by Finnerty with a front layer that absorbs UV light.

Examiner further stated that Finnerty does not disclose operating the screen at a voltage that is less than the rated voltage of the screen. In this regard, Examiner states that Matthews teaches that it was known in the art to operate an illuminated display at less than its rated voltage in order to provide an expected life much greater than the normal life expectancy (abstract). Agent for Applicant respectfully states that Matthews teaches:

“...the lamps are energized from a doorbell transformer and are connected in series so that the voltage on each lamp is substantially below the rated voltage to provide an expected life much greater than the normal life expectancy (see abstract)”.

In this regard, Agent for Applicant states that the lamps shown in Matthews relate to incandescent lights (as more fully shown in figure 2 of Matthews) and does not teach a single phosphorescent panel having reduced electrical power means energizing the

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phosphorescent panel to visually illuminate the screen and prolong the longevity of the screen.

Matthews teaches that the voltage on each incandescent lamp connected in series is below the rated voltage of an incandescent lamp. Applicant on the other hand uses a single phosphorescent panel. Neither Matthews or any other of the cited prior art teach the use of a single phosphorescent panel utilizing reduced electrical power means to energize the phosphorescent panel to first visually illuminate the screen and second prolong the longevity of said screen.

Furthermore applicant has included new method claim 19 which is not disclosed by any of the other prior art. In particular Applicant's method relates to a method of illuminating identification indicia disposed in front of a single phosphorescent panel defining a screen having a protective ultraviolet layer comprising:

- (a) powering the phosphorescent panel with electrical power means at a level selected to visually illuminate the screen and prolong the longevity of the single phosphorescent panel by powering the single phosphorescent panel at a level less than the rated level of said single phosphorescent panel.

Accordingly Agent for Applicant respectfully traverses Examiner's objections in connection with claims 1, 5 and 6. Furthermore Examiner objected to claims 7-10 as being unpatentable over Johnson in view of Matthews and Weiss.

Examiner stated that Johnson discloses a house number identification panel having a plurality of number indicia in selected arrangement positioned externally upon a viewing screen. Examiner further stated that Matthews teaches that it was known in the art to operate an illuminated display at less than its rated voltage in order to provide an expected life much greater than normal life expectancy. Examiner also stated that Weiss teaches that it was known in the art to use a light sensor to deactivate an illuminated display at dawn. In this regard Agent for Applicant respectfully states that none of the prior art teach an illuminated sign comprising:

- (a) a housing having a display opening;

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- (b) a **single** phosphorescent panel disposed within the housing, said phosphorescent panel defining a screen adjacent said display opening, with
- (c) reduced electrical power means energizing the phosphorescent panel to visually illuminate the screen and prolong the longevity of the phosphorescent panel.

Furthermore none of the prior art teach the use of an illuminated sign having a housing with a **raised bridge portion** projecting exteriorly beyond said screen.

Moreover none of the prior art teaches that a light sensor is disposed on the raised bridge portion as claimed by Examiner.

Also applicant has added new method claims which are not taught by the prior art. More specifically new method claim 21 includes orienting the housing so that the raised bridge portion is located above the screen as shown in figure 1 which provides a protective ledge deflecting rain from landing on the screen.

Furthermore Agent for Applicant respectfully states that none of the prior art either singularly or in combination teach the combination as claimed by the applicant and in particular as outlined in claim 4 wherein the color of the screen has a first color in a non-illuminated condition and a second color in an illuminated condition, and where the indicia has a color substantially the same as the screen in a non-illuminated condition so that the indicia is only viewable when the screen is energized as described by applicant in the last paragraph of page 5.

Accordingly, Agent for Applicant respectfully traverses Examiner's comments in relation to claims 7-10.

Furthermore Examiner stated that with respect to claims 11, 13 and 14 that such claims were rejected as being unpatentable over Finnerty in view of Johnson and Matthews. Agent for Applicant respectfully traverses Examiner's comments as outlined above.